



ALGARVE TOURISM CONFERENCE

FRIDAY SEPTEMBER 27TH 2019

HILTON VILAMOURA

NEW MARKETS FOR NEW TIMES

THE OPPORTUNITY OF THE GLOBAL HEALTH & WELLNESS MOVEMENT

FOR THE ALGARVE TOURISM ECONOMY



Who should attend?

- ✓ tourism & travel entrepreneurs & innovators
- ✓ travel trade & DMC professionals
- ✓ resort, hotel & tourism development lodging managers/operators
- ✓ real estate developers & investors
- ✓ real estate managers & realtors
- ✓ wellness & sports facility operators
- ✓ senior living and care home operators

CONFERENCE WORKING PAPER

08.09.2019



THE CONFERENCE LANGUAGES WILL BE PORTUGUESE & ENGLISH

CONFERENCE - SUMMARY PROGRAM

CONFERENCE PHILOSOPHY – MAKING A MARKET.....

- National and international experts will provide insight into key emerging tourism markets demand side aspects; market trends, case studies, potential source markets and ‘new consumer’ behaviour.
- An ongoing revolving panel of leading Algarve tourism & travel players, marketeers, technology experts, tourist lodging operators, sustainability experts, real estate players, hotel, resort & residential developers will evaluate and consider the supply-side business-related opportunities. Invited participants include:

- Charles Weston Baker – Plantation Guadiana
- Declan Conway – Global Sustainability Initiative
- Dinis Pires - Hilton Vilamoura
- Duarte Correia – APWT (TBC)
- Discovery Hotel Management – Lionel Alvarez
- Hugo Nascimento – ATA
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- James Carter – Quinta do Lago
- Miguel Fernandes – DENGUN
- Pedro Reimao – Vale do Lobo (TBC)
- Reinaldo Teixeira – Grupo Enolagest
- Vitor Neto – NERA (TBC)

09.00: CONFERENCE OPENING:

Welcome: Aoife Healy – Chairperson IPBN

Introduction & conference co-chairmen: Andrew Coutts & Jorge Cabaco

Opening address: Joao Fernandes – President of the Algarve Tourism Region

09.30: THE OPPORTUNITY FOR AN ALGARVE CIRCULAR ECONOMY & A SUSTAINABLE TOURISM SECTOR

- ✓ Professor Francisco Serra - CCDR Algarve
- ✓ Declan Conway – Global Sustainability Initiative

10.15: HEALTH & WELLNESS TOURISM

- Tourism (and travel) is an activity that can contribute to the creation or improvement of wellbeing. An overview of the UNWTO definitions and applications of health tourism, the umbrella term for the subtypes: [Health & Wellness Tourism](#)
- What is the market opportunity for the Algarve? What are the challenges and resources required?
- How should the Algarve destination be positioned in the wellness & medical tourism market?

Speaker: Nazir Sacoor – Longevity Wellness Worldwide

10.45: BREAK

11.00: MEDICAL TOURISM
O’Neill)

.....(Panel Inspiration: Desmond

Panel moderator – Nuno Alexandre - HPA Group Relationship Manage



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- The medical tourism experience of HPA. What are the actions plan for 2020?
 - What are the key assets for Portugal as a healthcare destination? What are the top treatments for medical travellers? UK and Ireland -what is the market demand and the current waiting list situation for patients in the UK and Ireland. What initiatives are currently in place to enable patients to access medical care in Portugal;
 - Revive Clinic - *Medical Body & Mind Retreat*, Supporting patients recovering from multi-system diseases.

Speakers:

- ✓ Catherine Hallahan – GSI Health & Wellness Exchange
- ✓ Ieke van Doorn – Revive Clinic Algarve
- ✓ Marília Pais – Grupo HPA Saude
- ✓ Nuno Alexandre - Grupo HPA Saude

12.30: LUNCH

13.30: THE WELLNESS MOVEMENT

Individual presentations/contributions:

- ✓ Nazir Sacoor - Longevity Wellness Worldwide: The wellness revolution: when did this start and where is it going?
- ✓ Magdalena Osmola – Vale do Lobo: The latest cultural and behavioural trends. The concept of 'new luxury': passion, contribution, experience, wellness, community and sustainability:
- ✓ Martin Goldman – ASPA International: The pillars of sustainable wellness design:

14.15: THE EVOLUTION OF WELLNESS

Panel discussion:

- The evolution from a traditional hotel/resort spa model to a health & wellness hotel.
 - Wellness methods and models evolution including a focus on mind, body and soul?
 - What are the fundamentals to create a Wellness programme?
 - What different sports market segments comprise Wellness?
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- ✓ Bruno Silverio - Pine Cliffs Resort/UIP
 - ✓ Katya Bauval – Vila Vita Parc Resort & Spa
 - ✓ Nazir Sacoor - Longevity Wellness Worldwide
 - ✓ Silvana Pombo – Cascade Wellness Resort

15.00: BREAK

15.15: Aspirations for the Algarve moving into the future. What are the challenges? and to become what?

Speaker: Goran Engberg – Growise

15.30: SENIOR LIVING



Panel moderator: Peter Robinson – Promatura Europe

- The European ageing market - the opportunity for Portugal
- Framing the various senior living segments
- Making money by delighting your customers
- Unique insights into UK Retirement Communities
- Global Case Studies Active & Senior Living
- Case Study – Monte da Palhagueira (to be confirmed)

Speakers:

- ✓ Ana Sepulveda - 40+ lab: Longevity Economy Experts
- ✓ Margaret Wylde - Promatura USA
- ✓ Peter Robinson - Promatura Europe
- ✓ Alexandre Neves - Monte da Palhagueira (to be confirmed)

17.00: THE OPPORTUNITY OF SUSTAINABLE TOURISM

- There is: Sustainable Tourism, Ecotourism, Responsible Travel, Conscious Tourism, Ethical Travel, Slow Tourism, Community-Based Tourism, Creative Tourism, Voluntourism, Geo-tourism, even Pro-Poor Tourism. What is the difference?
- What are the natural product and programme opportunities with the highest ROI and ROW for the Algarve?

Proposed speaker: Joao Ministro – Proactivetur

17.30: CONFERENCE CLOSE: The Ambassador of Ireland to Portugal (to be confirmed)
